1. Position Identification

<table>
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<tr>
<th>Position Number</th>
<th>994129</th>
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<tr>
<td>Position Title:</td>
<td>Program Coordinator, Cultural Management Programs</td>
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<td>Department:</td>
<td>Continuing Studies</td>
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<tr>
<td>Reports to:</td>
<td>Program Director, Cultural Management Programs</td>
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<tr>
<td>Number of Direct/Indirect Reports</td>
<td>Direct 0  Indirect 2</td>
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<tr>
<td>Classification Level</td>
<td>SG 8</td>
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<tr>
<td>Last Updated</td>
<td>March 2018</td>
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2. Position Summary

This position reports to the Program Director and works in collaboration with members of the Cultural Management unit including Program Coordinators, office and technical staff, academic faculty, advisory groups, external organizations and communities, instructors, students, and allied university staff. The position is responsible for participating as a team member, and building and maintaining stakeholder relationships for innovative programs that serve the portfolio’s target market.

The Program Coordinator administers and delivers courses and programs within the Division of Continuing Studies, and is responsible for identifying market needs, program planning, course and program development, and overseeing administrative activities. Programming is offered on-site and through distance delivery. The responsibilities also include instructor recruitment, marketing and budget administration.

This portfolio currently includes the following programs and courses in the Cultural Management area. Programming within the portfolio may change based on departmental goals and community demands.

- Certificate in Aboriginal Language Revitalization (CALR) program and related offerings
- Foundations in Indigenous Fine Arts (FIFA) Programs

3. Key Responsibilities and Expectations

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<th>Key Responsibilities % of time</th>
<th>Expectations:</th>
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| Program Planning and Development (30%) | • The Program Coordinator plans and develops programs by:  
  o coordinating and analyzing course evaluations  
  o completing needs assessment and working with partners to identify program needs  
  o monitoring emergent issues and practices to recommend updates to curriculum  
  o liaising with faculties, academic partner institutions, external agencies and/or advisory committees |
- Work with Division Marketing staff to manage the marketing and promotion of the portfolio’s offerings in various delivery formats at various locations. Marketing responsibilities include:
  - competitive analysis of the portfolio
  - evaluation of potential offerings
  - development and management of specialized mailing lists, emails and other distributions lists
  - development of a market plan for the portfolio in conjunction with the Division Marketing Services
  - development of print and web-based promotional materials according to specified guidelines, for local, provincial, and international markets, for conferences, and for internal and external publications, in conjunction with the Division's Marketing unit

### Program Delivery and Management (45%)

- Advise applicants and students on admission requirements, program information, program requirements, registration and graduation processes.
  - Advise students on course selection and future pathways, University regulations, and available resources Deliver orientation sessions and workshops for students
  - Make presentations to potential students and community groups
  - Handle student questions or concerns, requests for withdrawal and refunds, etc., and liaise with UVic records, Admissions and Advising
  - Provide ongoing support for students in the programs

- Organize, support and manage the portfolio’s course delivery and operations including:
  - setting instructor fees
  - establishing material costs
  - determining specific courses for delivery
  - creating and monitoring contracts
  - preparing annual course schedules, monitoring course delivery, and resolving issues that arise
  - coordinating field activities, instructional technologies and other logistical arrangements
  - developing and maintaining strong relations with future and current instructors during course development, delivery, and evaluation phases while providing guidance on instructional design, course materials and course improvements

- Supervise instructors having regard to program requirements, contractual agreements, and University of Victoria policies, including:
  - identify, recruit, select, and appoint portfolio instructors, including performance management, ensuring that departmental, human resources, and accounting policies are adhered to and contractual obligations are clearly defined
  - ensure that consultants/contractors and agencies performing services fulfill their contractual commitments
  - create instructor development opportunities

- Evaluate and manage student, instructor or stakeholder concerns, complaints or contrary situations.
- Manage community and academic partnerships in regards to program requirements, contractual agreements, and University of Victoria policies including:
  - ensure that community and academic partners are performing services fulfill their contractual commitments
  - ensure that Community Coordinators have the information and resources they need to facilitate student recruitment, marketing and support for community-based program delivery
  - regularly liaise with community partner staff and provide training for community staff on University administrative processes.

**Fiscal and Administrative (15%)**

- Developing, monitoring, and administering the budget for the portfolio, e.g. financial viability of individual offerings; program costs such as materials, student fees, and instructor stipends. Financial decisions occur within the framework of the Division of Continuing Studies' budget processes.
- Managing course expenses in accordance to budgets and spending limits; forecasting and recording course expenses and revenues as part of program budget management
- Developing and managing partnership budgets
- Coordinating student enrollment and support by
  - developing and implementing student recruitment strategies
  - managing admissions and registration in collaboration with the Office of the Registrar and registration services in the Division of Continuing Studies
  - reporting on enrollment and tuition
  - administering student bursaries available through specific program funds
  - communicating with students regarding external funding opportunities
  - liaising with academic departments, academic advisors and academic and community partners, and funders
- Providing the Office and Technical support person(s) responsible for the portfolio's administration with day to day guidance
- Providing occasional assistance to other programs offered through Community and Professional Programs as assigned.

**Partnerships and Relationships (10%)**

- Collaborating with university administrative and academic units to ensure programs and courses run effectively
- Collaborating with other post-secondary institutions, agencies, organizations and government bodies locally, nationally, and internationally in order to forge partnerships
- Participating in the Programs Advisory and Steering Committees as applicable to their Terms of Reference
- Assisting in the negotiating and formalizing of contractual arrangements between Faculty of Education facilitators and clients in regard to requested presentations; and facilitate communications among all parties for planning and preparation
- Traveling domestically and internationally to support partner relationships and development as required by the program marketing plan and as approved by the supervisor
### 4. Classification Factors:

#### Problem-Solving:
The Program Coordinator manages complex and often conflicting information regarding administrative policies, course design and delivery. In addition, frequent changes in the international education market, coupled with the highly competitive nature of this sector, require the Program Coordinator to keep abreast of new trends and prioritize relationships in order to secure the health of the portfolio. The position effectively synthesizes information in order to respond to critical issues that may affect students, external stakeholders, and UVic faculties and departments. This requires excellent knowledge of academic standards, marketplace, learning objectives, budget/cost effectiveness and evaluation methods.

#### Responsibility for Financial & Material resources:
Forecasting revenue and expenses relating to courses and programs is required to inform decisions on hiring and marketing initiatives; setting rates for groups and individuals according to targets; and making accurate revenue and expense forecasts on a budget of over $500,000. Budgeting decisions have a major impact on the incumbent’s programs and on the shared goals with DCS and partners.

#### Responsibility for Human Resources:
This position is responsible for recruiting, appointing and supervising course instructors within university guidelines and in conjunction with partner faculties. The incumbent must be well-versed and keep up-to-date on UVic HR policies relating to hiring of sessional instructors. Oversight and support of instructors is required to deliver quality programming and ensure contractual commitments have been met.

The office staff provide support to the Cultural Management programs which requires the Program Coordinator to provide guidance and direction when as required.

#### Impact of Decisions and Actions:
As a representative of DCS, the incumbent is a key member of the Language Revitalization Steering Committee comprised of content specialists and representatives from partnerships. This requires knowledge of the width and breadth of the DCS portfolio, as well as the intricacies of the partnership agreements while representing DCS interests within the scope of mandated and strategic goals of both the unit and the University. Decisions made in collaboration with this stakeholder group have a major impact on the direction of the program and partnership agreements. At times, the involved parties have diverse and divergent points of view and the incumbent must have a good understanding of the organizations involved and the ability to manage differing viewpoints with tact to lead the parties toward consensus.

This position is responsible for the management of complex program areas for delivery of community-based programs involving multiple partners and stakeholders. There are multiple administrative responsibilities involved in program planning and delivery that must be planned and addressed to ensure important operational timelines are met. The impact of poor management would lead to a negative student experience, the potential for decreased enrollment, possible breakdown of partnerships and loss of funding opportunities.

#### Independence:
The Program Coordinator works independently and has the authority to make decisions related to the delivery and daily management of the program. Incorrect decision-making or poor management would have a negative impact on the program area. Rigorous planning and forecasting is necessary to ensure the correct number of instructors, facilitators, classrooms/labs for course delivery.

The position provides input and makes recommendations to the Program Director on the establishment of program objectives, partnership development, and budgetary targets.
5. **Summary of qualifications:**

A Bachelor's degree in a related discipline, plus a minimum of 3 years’ experience and training in the field of Indigenous or adult education, or an equivalent combination of education, training and experience.

**Experience**
- Experience working within and/or directly with Indigenous communities
- Relevant experience that enables her/him to develop, market and implement educational programming for adult learners.
- Relevant experience working with international agents and/or partnerships
- Relevant experience to manage budgets including budget development, forecasting, reporting, revenue and expense reconciliation, accruals and deferrals.
- Excellent organizational, communication, marketing, and interpersonal skills are essential.

**Knowledge requirements include**
- Knowledge of academic systems, program planning, instructional design and technologies, and evaluation strategies.
- Knowledge of university organization would be considered an asset as would knowledge of the post-secondary system.
- Knowledge of challenges, opportunities and advances in Indigenous Education in Canada and internationally
- Knowledge of, and experience with, implementing Indigenous worldviews within an academic environment
- Knowledge of local Indigenous communities’ history, social circumstances and protocols
- Knowledge of local Coast Salish and BC nations histories and protocols

**Also required:**
- Ability to work cross-culturally, in particular across the range of urban and Indigenous communities

**Other**
- This position involves occasional evening and weekend work hours and some local and long-distance travel to coordinate partnerships and course delivery. A Class 5 driver’s license and access to a vehicle on an occasional basis is needed.
- There is travel to locations outside of Victoria for meetings and conferences.

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